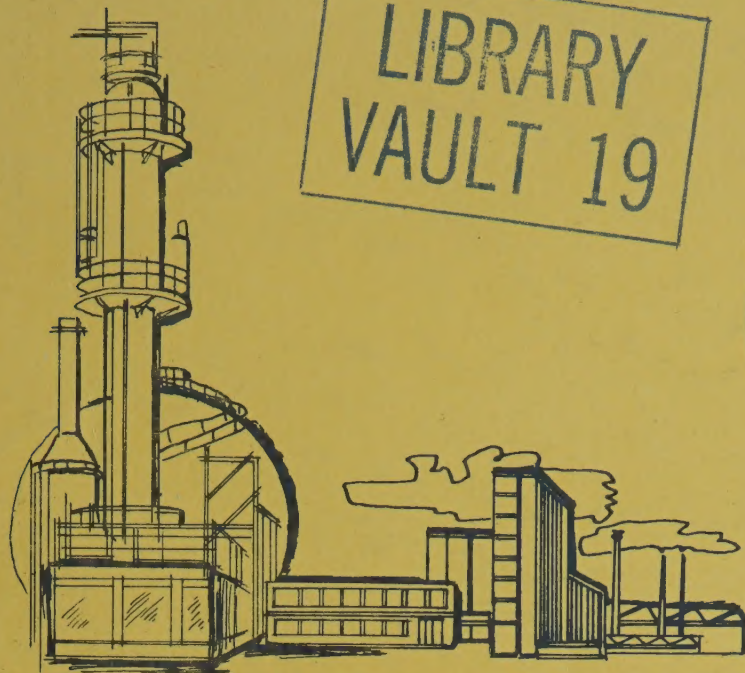


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REPORT ON THE CONSUMPTION
OF
PICKLES, RELISHES AND SAUCES

ALBERTA AND WESTERN CANADA



PREPARED
BY THE

DEPARTMENT
OF
INDUSTRY AND
DEVELOPMENT

Government of Alberta.

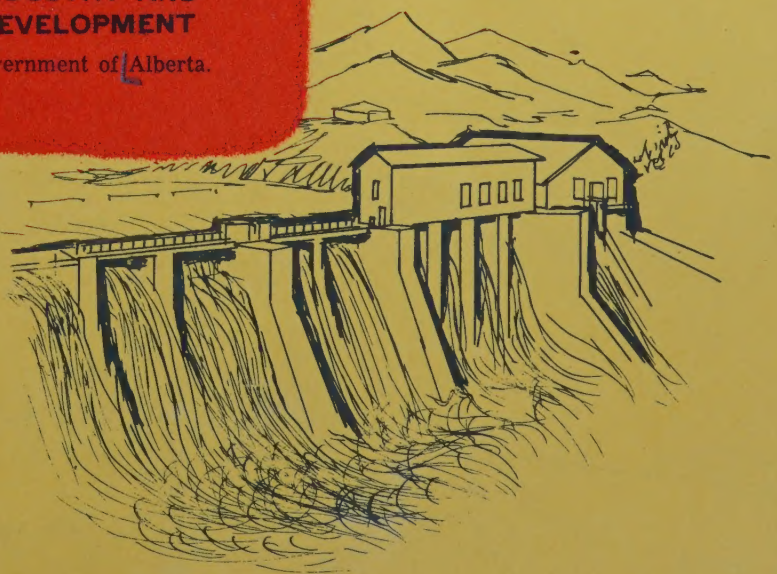
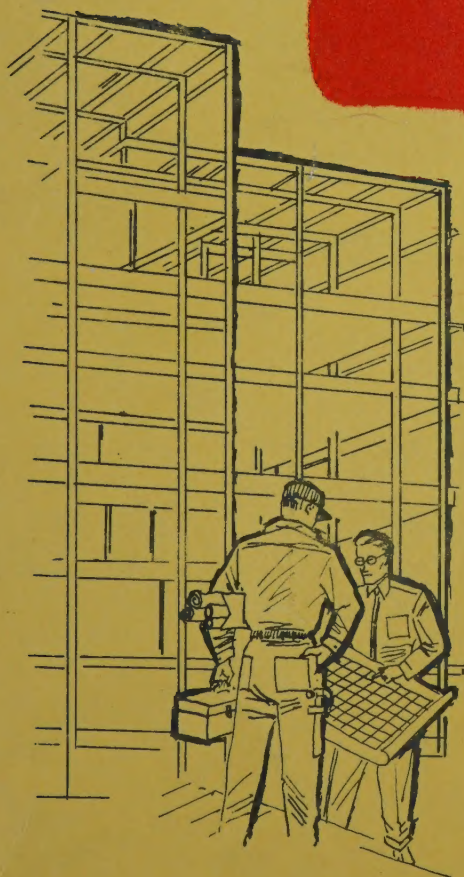


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SUMMARY

A manufacturer of pickles, relishes, sauces or catsups considering the establishment of a plant in the Province of Alberta should appraise the following factors:

1. Southern Alberta is ideally suited to the growing of the various vegetables required in the production of pickles, relishes, sauces and catsups
 - The area has the most hours of bright summer sunshine in Western Canada:
 - There is a plentiful supply of water for irrigation purposes:
 - The farmers are experienced in growing field crops:
 - Hand labour costs are relatively low, ranging from \$ 0.85 to \$1.25 per hour.
2. The area is serviced by excellent highway and rail connections.
3. There are no major producers of pickles, relishes, sauces or catsups in the Province of Alberta at this time.

INTRODUCTION

Southern Alberta is well suited to the growing of the various vegetables required in the manufacture of pickles, relishes and sauces.

All pickling crops are raised under irrigation. In the Lethbridge, Calgary and Medicine Hat areas there are approximately 1,200,000 acres of potentially irrigable land. In 1962 there were approximately 632,000 acres actually under irrigation. There is a plentiful supply of water for irrigation purposes.

This area has the most hours of bright summer sunshine in Western Canada. Consequently the pickling crops mature rapidly and are harvested well within the frost-free period.

Farmers are trained in, and accustomed to, handling crops under irrigation. The farms are highly mechanized and are able to handle all crops.

Pickling onions are of high quality and yield well. However, because of the low local market demand, they are not raised in any appreciable quantity. Farmers would welcome the opportunity to produce them as they are a profitable cash crop.

Only a relatively small area is under cauliflower and cabbage at this time, but it is understood that the acreage could, and would be increased if firm growing contracts were obtained.

Mustard and sugar are available locally and vinegar is manufactured in both Edmonton and Calgary.

There is a large Government Experimental Farm in Lethbridge and a Horticultural Station in Brooks to assist farmers with crop problems. Extensive studies have been prepared regarding the production and the processing of both brine and fresh pickles and of cauliflower, onions, tomatoes and other field crops.

The following letters, pp. 4 & 5, provide information regarding prices, production etc. of the various vegetables discussed in this report.

PICKLES, RELISHES AND SAUCES

Approximately 76 per cent of all the pickles, relishes and sauces sold on the Canadian retail market are produced in Ontario and Quebec. Six per cent is produced in the Atlantic provinces and western Canada and the remaining 18 per cent is imported. It is estimated that approximately 10.5 million gallons of pickles, relishes and sauces were produced in Canada in 1960 (Table I) for a factory value of approximately \$22.7 million.

In 1960, an estimated 12.8 million gallons of pickles, relishes and sauces were available for Canadian consumption. Per capita consumption was approximately .72 gallons at a per capita value of approximately \$1.43 at factory price. (Table II)

THE WESTERN CANADIAN MARKET

It is estimated that approximately 26 per cent of all the pickles, relishes and sauces available for Canadian consumption are consumed in western Canada. Of this total, British Columbia consumes

approximately one third, Alberta one quarter, Saskatchewan and Manitoba one one fifth each. (Table III)

In 1962 there were two firms producing pickles in the province of Alberta.

PICKLES

In 1962, there were five manufacturers of pickles in British Columbia, three in Manitoba and two in Alberta. The remaining twenty-three firms were in eastern Canada. (Table XII).

RELISHES

In the same year, there were two firms in British Columbia producing relish, and one in Manitoba. The remaining fifteen firms were in eastern Canada. (Table XIII).

SAUCES

There were two manufacturers of sauces in British Columbia, none in Alberta, one in Saskatchewan and one in Manitoba. The remaining twenty-three firms were in eastern Canada. (Table XIV).

EXTRACT FROM LETTER

CANADA DEPARTMENT OF AGRICULTURE
Research Branch
Research Station
Lethbridge, Alberta

September 7, 1961.

Dear Sir:-

....Pickling cucumbers have been satisfactorily grown in southern for a good many years. The quantity of these grown has varied with the demands of the pickling industry, and has varied through the years from 100 to 400 acres. The general quality is good to excellent as most of the good pickling varieties can be grown with great success. Yields vary with the size demanded by the processor and range from 1 1/2 tons to ten tons per acre. Prices also depend on the size but this season's (1961) contracts averaged approximately \$50 per ton with a range of \$150.00 per ton for Gherkins to \$25.00 for over-sized dills.

Tomatoes are not yet grown on a commercial basis for the processor but there is no reason that this crop could not be grown for the use in pickles and relishes. Two years ago one local company manufactured some very good quality tomato pickles but this company, a national concern, moved its operations to another area for economic reasons. Processors would have to obtain tomatoes for between \$25 and \$40 per ton for pickle use.

Other vegetables used in pickling, relishes, etc., such as cauliflower, onion, and cabbage can be grown very satisfactorily in this area. Red beets are and have been used for a special relish in the Catelli Foods Limited. The quality of these is extremely good and the company obtains all its beets for this purpose in the southern Alberta area. Prices of red beets varies between \$7.50 and \$15.00 per ton, depending on quality, size, etc.

....Two years ago we made a cost study of small pickle plants for a prospective manufacturer and had at that time determined that a plant processing fresh pickles at the rate of one ton per hour would require an initial capital investment of \$50-\$75 thousand. This excludes the steam plant. If brine stocks were to be used, tankage costs would increase the initial plant cost by approximately 50 per cent. These costs should necessarily be revised due to a new process, that of vacuum processing pickles. This is initially a very expensive equipment but as there is a profitable yield in quality and increase the over-all production costs are lowered....

Yours very truly,

G. Strachen,
Food Technologist.

EXTRACT FROM LETTER

GOVERNMENT OF THE PROVINCE OF ALBERTA
Department of Agriculture
Provincial Horticultural Stations
Brooks - Alberta, Canada

September 6, 1961

Dear Sir:-

....Cucumbers are grown quite satisfactorily in southern Alberta. At the present time there are approximately 350 acres grown. The majority of these cucumbers are grown under contract with Catelli's.

The cucumbers are shipped in large crates to Manitoba where they are made into pickles. The average yield is approximately 10 tons per acre. The average price paid is \$60.00 per ton.

There is a small acreage of tomatoes grown for the fresh market. There are a few growers in the Taber area that grow tomatoes commercially. The average yield is about 10 tons per acre. The average returns are \$120.00 per ton.

However, since there is considerable hand labour involved, cost of production is quite high.

Cucumbers and green tomatoes definitely will produce the right quality for pickles, relishes and sauces. However, there are only a few varieties that will produce the right kind of ripe tomatoes for catsup.

Right at the present time, the Horticultural Station at Brooks is producing catsup from tomatoes grown on the station.

One of the canneries in southern Alberta is contemplating the use of Alberta grown tomatoes for tomato juice. Tests conducted in the past two years have shown that our tomatoes do make a good juice....

Yours truly,

L. G. Jorgensen,
Special Crops Supervisor.

CATSUP

In 1959, Ontario produced approximately 95 per cent of the catsup produced in Canada. (No provincial breakdown of production was available in 1960). It is estimated that total Canadian production of catsup was 34.5 million pounds in 1955. By 1958 production had increased to a high of 43.9 million pounds. Production decreased in 1959 by 4.8 million pounds to 39.1 million pounds (Table IV). However, domestic production reached a record 48 million pounds in 1960.

When imports and exports are taken into consideration, it is estimated that 45.5 million pounds of catsup were available for Canadian consumption in 1957. In the following year there was 46.4 million pounds available and in 1959 there was 41.7 million pounds. (Table V). By 1960 the total available for consumption had reached 49.5 million pounds.

Canadian per capita consumption in 1960 was 2.8 pounds at a per capita value of approximately \$0.60 at factory prices.

THE WESTERN CANADIAN MARKET

It is estimated that approximately 27 per cent of the catsup available for Canadian consumption is consumed in western Canada.

There are no manufacturers of catsup in the Province of Alberta at the present time. However, experiments are being carried out at the Brooks Provincial Horticultural Station regarding production of catsup from local tomatoes. To date, results are very encouraging.

The only manufacturer of catsup in western Canada is in British Columbia. (Table XV).

A P P E N D I X

TABLE I

FACTORY SHIPMENTS OF PICKLES, RELISHES AND SAUCES BY PROVINCES

1957--1960

	1957		1958		1959		1960	
	Quantity	% of Total Canada	Quantity	% of Total Canada	Quantity	% of Total Canada	Quantity	% of Total Canada
	gallons		gallons		gallons		gallons	
Ontario	4,903,000	61	4,893,000	62	5,534,000	63	6,616,000	63
Quebec	2,272,000	28	2,248,000	28	2,512,000	29	3,097,000	30
British Columbia))))))))
)))))))))
Atlantic Provinces)	5)))	8)	7
	* 349,000)	* 787,000	10	* 717,000)	* 777,000)
Prairie Provinces	479,000	6))))))
Canada	8,003,000	100	7,928,000	100	8,763,000	100	10,490,000	100

* Individual Provincial figures are withheld in accordance with the requirements of the Statistics Act.

TABLE II

ESTIMATED QUANTITY OF PICKLES, RELISHES AND SAUCES

AVAILABLE FOR CONSUMPTION IN CANADA

1957--1960

	1 9 5 7	1 9 5 8	1 9 5 9	1 9 6 0
	<u>gallons</u>	<u>gallons</u>	<u>gallons</u>	<u>gallons</u>
Domestic Production	8,003,000	7,928,000	8,763,000	10,490,000
Imports	2,591,000	2,285,000	2,470,000	2,281,000
	<u>10,594,000</u>	<u>10,213,000</u>	<u>11,233,000</u>	<u>12,771,000</u>
Exports	*	*	*	*
Available for Consumption in Canada	10,594,000	10,213,000	11,233,000	12,771,000
Population - Canada	16,589,000	17,048,000	17,442,000	17,814,000
Per Capita Consumption (Gal.)	.64	.60	.64	.72
Total Value of Domestic production and Imports	19,104,000	20,966,000	22,504,000	25,553,000
Per Capita Consumption (at factory prices) \$	1.15	\$ 1.23	\$ 1.29	\$ 1.43

* Export figures are not comparable to those for domestic production or Imports, as they are in pounds.

EXPORTS:	1957	226,000	pounds
	1958	294,000	pounds
	1959	341,000	pounds
	1960	468,000	pounds

TABLE III

ESTIMATED QUANTITY PICKLES, RELISHES AND SAUCES

CONSUMED IN CANADA AND WESTERN PROVINCES

1957--1960

	<u>1 9 5 7</u>	<u>1 9 5 8</u>	<u>1 9 5 9</u>	<u>1 9 6 0</u>
	gallons	gallons	gallons	gallons
British Columbia	952,000	926,000	1,005,000	1,156,000
Alberta	742,000	721,000	796,000	924,000
Saskatchewan	563,000	533,000	577,000	655,000
Manitoba	550,000	522,000	566,000	647,000
Western Canada	<u>2,807,000</u>	<u>2,702,000</u>	<u>2,944,000</u>	<u>3,382,000</u>
Canada	10,594,000	10,213,000	11,233,000	12,771,000

TABLE V

ESTIMATED QUANTITY OF CATSUP AVAILABLE FOR CONSUMPTION IN CANADA
1957--1960

	1 9 5 7	1 9 5 8	1 9 5 9	1 9 6 0
	pounds	pounds	pounds	pounds
Domestic Production	43,155,000	43,929,000	39,070,000	48,089,000
Imports*	3,129,000	3,166,000	3,344,000	3,234,000
	46,284,000	47,095,000	42,414,000	51,323,000
Exports**	- 724,000	- 734,000	- 744,000	1,883,000
Available for Consumption in Canada	45,560,000	46,361,000	41,670,000	49,440,000
Population - Canada	16,589,000	17,048,000	17,442,000	17,814,000
Per Capita Consumption	2.8 ^{lbs.}	2.7 ^{lbs.}	2.4 ^{lbs.}	2.8 ^{lbs.}
Value of Domestic production and imports minus exports	\$10,049,000	\$ 9,925,000	\$ 9,115,000	\$10,687,000
Per Capita Consumption (at factory prices) \$	0.61 \$	0.58 \$	0.52 \$	0.60

* Based on approximately 7 pounds per gallon.

** Includes sauces.

TABLE VI

ESTIMATED CATSUP CONSUMPTION
CANADA AND FOUR WESTERN PROVINCES
1957--1960

	<u>1 9 5 7</u>	<u>1 9 5 8</u>	<u>1 9 5 9</u>	<u>1 9 6 0</u>
	pounds	pounds	pounds	pounds
British Columbia	4,164,000	4,169,000	3,768,000	4,497,000
Alberta	3,248,000	3,243,000	2,983,000	3,592,000
Saskatchewan	2,461,000	2,398,000	2,165,000	2,548,000
Manitoba	2,408,000	2,349,000	2,124,000	2,517,000
Western Canada	<u>12,281,000</u>	<u>12,159,000</u>	<u>11,040,000</u>	<u>13,154,000</u>
Canada	45,560,000	46,361,000	41,670,000	49,440,000

TABLE VII

CANADIAN IMPORTS OF PICKLES

1958--1960

	Quantity	Value
	<u>gallons</u>	<u>\$</u>
Packaged for retail sale:		
1958	584,112	849,055
1959	604,910	867,333
1960	542,070	762,358
Not Otherwise Provided for:		
1958	1,101,992	1,007,723
1959	1,230,007	994,186
1960	1,263,686	1,055,288
Total:		
1958	1,686,104	1,856,778
1959	1,834,917	1,861,519
1960	1,805,756	1,817,646

TABLE VIII

CANADIAN EXPORTS OF PICKLES

1958--1960

	Quantity	Value
	<hr/>	<hr/>
	pounds	\$
1958	294,179	57,431
1959	340,733	70,810
1960	467,838	100,185

TABLE IX

CANADIAN IMPORTS OF SAUCES, N.O.P.

1958--1960

	Quantity	Value
	<hr/>	<hr/>
	gallons	\$
1958	598,091	1,292,344
1959	634,909	1,375,703
1960	475,185	1,040,102

TABLE X

CANADIAN IMPORTS OF CATSUP

1958--1960

	Quantity	Value
	<hr/>	<hr/>
	gallons	\$
1958	452,331	562,471
1959	477,647	626,654
1960	461,970	641,478

TABLE XI

CANADIAN EXPORTS OF SAUCES AND CATSUP

1958--1960

	Quantity	Value
	<hr/>	<hr/>
	pounds	\$
1958	733,915	205,505
1959	743,736	151,429
1960	1,883,319	358,679

TABLE XII

MANUFACTURERS OF PICKLES

1962

Manufacturers in Alberta -

Catelli Food Products Ltd.,	Lethbridge
Grandview Cannery	Calgary

Manufacturers in Other Parts of Canada -

F. R. Bear Corp. Ltd.,	Tecumseh, Ontario
Canada Foods Ltd.,	Kentville, Nova Scotia
Canada Packers Ltd.,	Toronto, Ontario
Canadian Cannery	Hamilton, Ontario
E. Carriere	Montreal, Quebec
Catelli Habitant Ltd.,	Montreal, Quebec - Transcona Manitoba
Dysons Ltd.,	Winnipeg, Manitoba
Gattuso Corp. Ltd.,	Montreal, Quebec
Gordon Pickle Company	Hamilton, Ontario
M. W. Graves and Company Ltd.,	Berwick, Nova Scotia
Grimsby Foods Ltd.,	Hamilton, Ontario
H. J. Heinz	Leamington, Ontario
Joubert J.J. and Fils Ltd.,	Duvernay, Quebec
Knoll View Farms Ltd.,	Scarborough, Ontario
R. D. Laing and Company	Toronto, Ontario
Libby McNeill and Libby of Can. Ltd.	Chatham, Ontario
Lord, David (St. Jean) Ltd.,	St. Jean, Quebec
Matthews Wells Company Ltd.,	Guelph, Ontario
McCready's Ltd.,	St. John, New Brunswick
McLarens Ltd.,	Vancouver, B.C. and Hamilton Ontario
Nabisco Foods,	Toronto, Ontario
Nalleys Ltd.,	Vancouver, B.C.
Oyler Herbert	Kentville, Nova Scotia
Prescott Preserving Co. Ltd.,	Prescott, Ontario
Raymond, Alphonse Ltd.,	Montreal, Quebec
Raymore Foods Ltd.,	Winnipeg, Manitoba
Robinson Wm. Ltd.,	North Burnaby, B.C.,
Vancouver Pickle Company	Vancouver, B.C.
Wagstaffe Ltd.,	Hamilton, Ontario
Wethey's Products Ltd.,	St. Catharines, Ontario
York Farms - Division of C.P.	Sardis, B.C. and Willowdale Ontario

TABLE XIII

MANUFACTURERS OF RELISHES

1962

Manufacturers in Alberta -

None

Manufacturers in Other Parts of Canada -

F. R. Bear Corporation Ltd.,	Tecomsen, Ontario
Canada Foods	Kentville, Nova Scotia
Canadian Cannery	Hamilton, Ontario
Chenoy H and Co. Ltd.,	Montreal, Quebec
Food King Products of Canada	Trenton, Ontario
Gordon Pickle Company	Hamilton, Ontario
Grand Valley Cannery Ltd.,	Dunnville, Ontario
Wm. Greaves	Niagara-on-the-lake, Ontario
H. J. Heinz	Leamington, Ontario
Knoll View Farms Ltd.,	Scarborough, Ontario
McLarens Ltd.,	Hamilton, Ontario
Nalleys	Vancouver, B.C.
Prescott Preserving	Prescott, Ontario
Raymore Foods Ltd.,	Winnipeg, Manitoba
Sun Joy Foods Ltd.,	Picton, Ontario
Vancouver Pickle Company	Vancouver, B.C.
Wethey's Products Ltd.,	St. Catharines, Ontario
Woodman Bros. Ltd.,	Brantford, Ontario

TABLE XIV

MANUFACTURERS OF SAUCES

1962

Manufacturers in Alberta -

None

Manufacturers in Other Parts of Canada -

R. J. Campbell and Son Ltd.,	(Ice Cream)	Weston, Ontario
Canadian Cannery,		Hamilton, Ontario
Canadian Home Products Ltd.,	(Spaghetti)	Niagara Falls, Ontario
Canadian Soya Industries Ltd.,	(Soya)	Vancouver, B.C.
Carriere E. Inc.		Montreal, Quebec
Catelli,		Montreal, Quebec and Transcona, Manitoba
W. Clark Ltd.,		Westmont, Quebec
Cordon Bleu	(Chicken)	Montreal, Quebec
Express Manufacturing Company,	(Cranberry)	Burnaby, B.C.
Gattuso Corp.	(Spaghetti)	Montreal, Quebec
Glenwood Products Ltd.,		Toronto, Ontario
Gordon Pickle Company		Hamilton, Ontario
Wm. Greaves,	(Chili)	Niagara-on-the-lake, Ontario
Grumpert S. Co. of Canada Ltd.,	(Spaghetti)	Toronto, Ontario
H. J. Heinz Ltd.,		Leamington, Ontario
Hunt Foods Ltd.,	(Tomato)	Tilbury, Ontario
Java Food Products	(Chicken)	Montreal, Quebec
Kraft Foods,	(Barbecue, ice cream)	Mount Royal, Quebec
R. D. Laing Company		Toronto, Ontario
Oriental Commerce Ltd.;		Windsor, Ontario
H. Oyler	(Cranberry)	Kentville, Nova Scotia
Pineglo Foods,	(Cranberry)	Toronto, Ontario
Select Foods Ltd.,		Toronto, Ontario
E. D. Smith and Sons	(Chili)	Winona, Ontario
Toronto Macaroni and Imported Foods,		Toronto, Ontario
V. H. Quality Food Products		St. Vincent de Paul, Quebec
Western Canadian Vegetable Oil Products Ltd.,	(Tartar)	Saskatoon, Saskatchewan
Woodman Bros.		Brantford, Ontario.

TABLE XV

MANUFACTURERS OF CATSUP

1962

Manufacturers in Alberta

None

Manufacturers in Other Parts of Canada -

Bulmans Products Ltd.,	Vernon, B.C.
Canadian Cannery (Aylmer)	Hamilton, Ontario
Carriere E. Inc.	Montreal, Quebec
H. J. Heinz	Leamington, Ontario
Hunt Foods,	Tilby, Ontario
Libby, McNeill and Libby,	Chatham, Ontario
Old City Food Products Ltd.,	Quebec, Quebec
Raymond, Alphonse Ltd.,	Quebec, Quebec
E. D. Smith and Sons Ltd.,	Winona, Ontario

TABLE XVI

TARIFFS *

		British Preferential	Most Favoured Nation	General
		<hr/>	<hr/>	<hr/>
		%	%	%
Pickles	Gal.	12 1/2	20	35
Sauces, n.o.p. and Catsup	Gal.	12 1/2	20	35
Soya Sauce	Gal.	12 1/2	20	35

* Check with local customs' authority as to current rates.

TABLE XVI

* EXHIBIT *

General	Most Favored Nation	British Preferential	
100	100	100	Pickles
35	35	35	Sauces, w.o.p. and
35	35	35	Essence
35	35	35	Boys Sauce

* Check with local customs' authority as to current rates.

